

2007 Household Travel Survey

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Household Travel Survey (HTS) Basics

- **Two-stage survey**
- **Recruitment Stage**
 - Advance Letter
 - Request Participation
 - Obtain Basic Information about HH
- **Travel Data Retrieval Stage**
 - Travel Diary for 24-hr Time Period
 - Retrieve Data on Daily Travel for each Household Member

Data Items Collected

- **Household Characteristics**
- **Characteristics of Individual Household Members**
- **Characteristics of Vehicles Used by Household Members**
- **Information on Daily Trips and Activities**
- **Geocoding of Trip Origins and Destinations**

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Challenges for 2007 HTS

- **Declining telephone response rates**
- **“Cell phone only” households**
- **Obtaining the participation of lower income, minority, younger and no-vehicle households**
- **Identifying “travel substituting” activities (e.g. teleworking, teleshopping, etc.)**
- **Incomplete reporting of auto travel**
- **Measuring non-response**

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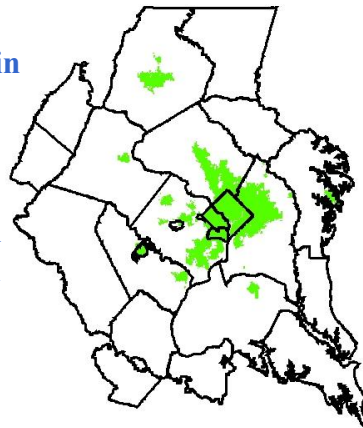
Design Elements for 2007 HTS

- Address List-based Sampling Frame
- Address-Telephone Matching
- Mail-out of Short HH Questionnaire with Advance Letter
- Survey Materials in English and Spanish
- Website for Scheduling Recruitment Interviews
- Special Focus Group Incentives
- “Activity-Based” Travel Diary
- GPS Vehicle Data Collection to Supplement Travel Diary Data Collection
- Non-Respondent Follow-up Survey

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Sampling Plan

- 10,000 Randomly Selected Households in TPB Region and adjacent areas
- Ensure a sufficient number of samples in higher density, mixed use urban areas
- Quarterly Sample Draws



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Address-Telephone Matching

- Address Matched Against Database of Listed Telephone Numbers
 - Households with Listed Phone Number
 - Advance Letter w/Household Questionnaire
 - Begin Calling after 7 days
 - No Monetary Incentive
 - Households not having a Listed Phone Number
 - Advance Letter w/Household Questionnaire
 - Up to 3 Reminder Post Cards
 - \$50 Participation Incentive
 - Household provides Phone Number via mail, telephone, or website

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GPS Vehicle Data Collection Sub-Sample

- Randomly selected GPS Household Sub-Sample
- 2-3 Days of GPS Data Collection
- Obtain independent estimates of vehicle trip rates and VMT
- Collect route choice data
- Equipment plugs into cigarette lighter
- Antenna on dash
- Power splitters for other devices



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Non-Respondent Follow-Up Survey

- **Measures size and likely impacts of survey non-response**
 - ➔ **500 Households with Listed Phone Number**
 - **Rest and Re-Call after 6 Weeks (Quarters 2 & 3)**
 - **In-Person Interviews (Quarter 4)**
 - ➔ **500 Households with No Listed Phone Number**
 - **In-Person Interviews (Quarters 2,3 & 4)**
 - ➔ **“One Last Attempt”**
 - **Public Records Search**